Reddit overview

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How Reddit works

- Reddit is a gigantic community generated forum
- The front page you see after you login shows you the most popular posts on all topics
- Reddit is broken into subreddits, also called subs, and each of these communities can be very different
- If it exists, there's a subreddit for it = any topic you might think of probably already has a subreddit
- People can upvote posts they like and downvote posts they don't like
- The more upvoted a post is, the more exposure it gets
- If you do this right, you can get millions of views
- Think of this as a five-step process:

  1. Raise your Reddit IQ
  2. Find groups where your target customers hang out
  3. Observe them from a distance for a while
  4. Start participating by offering helpful advice
  5. Create your own posts

- Create an account - it's free
- Don't name your account after your business; also, if your name is easily connected to the business, use your middle name instead

Raising your Reddit IQ

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Understanding Reddit further

- Reddit's community includes all types of people, but in order to blend in you have to learn a few rules and be aware of the way the forum operates
- You can find Reddit's general rules here: https://www.reddit.com/wiki/reddiquette

- Do your best to follow the rules and you'll have a better chance to succeed
- On Reddit, there is a focus on being human, which means being conversational and not talking like a robot
- Stay away from words associated with clickbait

- Reddit slang you need to understand:

- OP - Original Poster
- Subs - subreddits or subcommunities
- Upvotes/Downvotes - if people like your post, they upvote it; upvotes move your post to the top of the list

- Karma - fake currency that shows who posts and contributes the best content and comments; one upvote gets you one karma; the more karma you have, the more people will take you seriously
- Throwaway - an account used for the sake of being anonymous
- Xpost - a post that has appeared in multiple subs
- Linkjacking - sharing a blog that merely covers a news story
- AMA - Ask Me Anything; someone offers to answer any questions
- Eli5 - Explain like I'm 5; someone requests an answer with a simple explanation

Finding your subs

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Making a list of subreddits

- Depending on what your product or service is, think of some related keywords
- Go to www.reddit.com/subreddits and search for these keywords
- Check out the results to see which subreddits make more sense for you and then list their URLs in a spreadsheet in order to keep track of them
- Other places you can search: reddit.com/search (content search), metareddit.com
- Once you have a list of subreddits, open each one and look for two things:

  1. The number of people subscribed to the group (on the right under the sub's name) - anything over 10,000 is good

  2. How many people are active / online versus the number of subscribers - the more, the better

- After you filter these out, take a look at what people are talking about:

  - Is it related to what you're doing?
  - Are people asking questions or are they just posting pictures?
  - Do you know anything about the topics they're discussing? Can you contribute?

- If you're confident that a sub is worth it, keep it on the list

Observing from a distance

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Waiting and stalking the subs

- Once you have a final list of subreddits, take some time to read & analyze them
- Do a light scan of the headlines
- At the top of the sub, click “Top” and then select “All time” to see the best posts ever
- Try to figure out what people care about, what they like, and what the tone of the group is
- On the right, you will find the rules and guidelines for that specific sub - follow them
- Make note of the moderators of the group and see what they post and what their personality is like

Optimizing your experience

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to monitor Reddit easier

- #1 Go to www.reddit.com/subreddits and look on the side of the page where it lists out all of your subs

- Remove all of those that are not on the list you just made

- #2 Add the extension called Reddit Enhancement Suite to the browser you're using

  - it allows you to better organize and keep track of what's going on in Reddit
  - it lets you have multiple accounts
  - it lets you quickly keep track of where in the comments an OP posts
  - it lets you tag & highlight users

How to tell which platform is worth trying

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Emerging platforms to try

- Emerging markets are platforms that marketers haven't completely saturated yet
- Snapchat and Instagram are massive platforms but they are still emerging markets
- Both are based on posting photos and videos and their users are young
- Both platforms are worth trying if:

  - your business caters to a younger audience
  - your business can take advantage of a purely visual platform

- If your audience is older, concentrate on other channels

Intro to Snapchat

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What Snapchat is about

- Snapchat is based on sharing pictures and videos
- When you post something, after a certain amount of time it disappears - it encourages spontaneity
- Two thirds of Snapchat's users are under 25
- The vibe of Snapchat is casual and fun
- Snapchat lingo you should know:
- Snap - a Snapchat picture or video
- Story - a collection of snaps that you can share with followers
- Live - a variation of the Story where you can see the world through someone else's Snapchat
- Filters - overlays for your snaps that allow you to decorate pictures with text, graphics, and by applying color and contrast effects
- Geofilters - filters that can only be unlocked if you go to a specific location

- Lenses - when you're in selfie mode, or taking a picture of a face, tapping the screen calls up a list of available lenses, like making yourself look like a dog or giving yourself cool shades
- Snapcode - your profile badge, including your photo, that is scannable by other Snapchat users
- Discover - a section of Snapchat that is designed for brands and publishers to share stories

Snapchat: Setting up your account

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Creating a Snapchat account

- Snapchat doesn't have business accounts, but you can create a personal one with your business name
- You have to be over 13 years old to have a Snapchat account
- Install the app and sign up
- Download your Snapcode - the little dots inside the yellow square with a ghost
- People can use this code to directly follow you, so post it to different places to let people know how to connect with you
- Sign up on ghostcodes.com, which is a directory of Snapchat users, organized by topic
- Navigating around Snapchat is swipe-driven, and it has the following sections:
- Chat - add your friends and send Snaps to them directly
- Stories - create a collection of pics and videos

- Discover - the sponsored section of stories from big brands
- Memories - you can view any saved snaps and stories
- If you choose to save something, Snapchat won't delete it as it usually does

Snapchat: Taking snaps and promoting

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What to post on Snapchat

- In order to be successful on Snapchat, you need to figure out how to use the visual format to communicate and make connections
- Snapchat is all about spontaneity, so your pictures or videos shouldn't be too professional
- People will get suspicious if something looks too good
- Check out what other brands are doing on Snapchat and what gets shared the most
- **Ask yourself these questions:**
  - What is my brand personality?
  - What would my followers or customers like to see from my brand?
  - What can I show them that would excite them, intrigue them, or amuse them?
  - What can I show them here that I can't show them anywhere else?

- What you can post on Snapchat:

  - behind the scenes photos
  - sneak peeks of new products, upcoming events, or future promotions
  - create branded geofilters so people come to find them at your location
  - post a shoutout - promoting another Snapchat account in the hope that they will do the same for you

- Cross-promote some of your Snapchat stuff on other platforms, like Facebook, emails, or your website

Snapchat Tactic #1: The takeover

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Explaining what a takeover is

- A takeover is when someone else takes over your social media account in order to show your brand from their perspective

- If the takeover is done by someone with a bigger following (an influencer), you increase your chances of being seen by a larger audience that might buy your product

- For this to work, your brand has to match theirs or they have to be at least somewhat interested in your product

- Make a list of people you'd like to take over your account, approach them, and see if they'd be open to the idea

- Clearly state your expectations and set all the necessary limits, but don't forget to also ask for their input

- Things to prepare before the takeover:

  - Dedicate at least one person to helping them
  - Figure out how to get in touch with them during the takeover

- Create a temporary password for your account and change it after the takeover is done
- Promote the event on Snapchat and other channels
- Politely ask the influencer to promote it on their channels as well

- After the takeover, ask for feedback from the influencer, check out people's reactions, and look at the data to see if you got some positive results

Snapchat Tactic #2: Run a promotion

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Attracting people with free things

- In order to attract new users and get people's attention, you could do one of the following things on Snapchat:
- Giveaway = giving away a prize to a random user
- Contest = giving away a prize to a user you choose based on some criteria (best comment, funniest video, etc.)
- Marketing/sales promotion = posting a code or coupon that any user can use to get discounts or free items
- Whatever you decide to do, you have to adhere to Snapchat's rules on promotions:

  - make it easy for people to take part
  - include instructions that are easy to understand
  - say that Snapchat has nothing to do with your contect
  - don't encourage users to do bad/illegal stuff as part of the contest

- In order to create your official rules for your promotion, hiring a lawyer is recommended
- People need to find out about your contest/giveaway as soon as possible in order for them to meet the deadlines, so you will need to promote it

- Don’t mention the company names of the items you’re giving away in the title of your promotion, it might look like the company is endorsing this when in fact they are not

- When the deadline comes, announce the winners quickly and then analyze how many new followers you got, how much website traffic you got, or how much sales have increased

- If you decide to post a discount code instead, announce it beforehand on your various channels, so people know when to look for it - since this is Snapchat, the post will disappear after a while, so it’s a limited time offer

- Make your code unique to Snapchat so you can track the results

Snapchat Tactic #3: Using your Snapcode

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to use your Snapcode to your advantage

- **Your Snapcode is the code that shows up in your profile picture and it's unique**

- Save your Snapcode as a picture. Here's what you can do with it:

  - add it to your other social media accounts, in your emails, or on your website, so people can easily scan it with their phone and find your profile
  - make it your Twitter and Facebook profile pic for a while
  - post it as a picture on Instagram
  - put in on your product packages or in your store window
  - put in on flyers that you give away for free

- You can create a custom Snapcode at snaptageditor.com, but be careful not to change your unique pattern of dots

Intro to Instagram

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What Instagram is all about

- Instagram was built to post images and videos. You can post comments, hashtags, you can like stuff, and connect with your friends
- Instagram is a never-ending scrolling feed of pictures
- 60% of Instagram's users are under 30
- Many people use it as a way to document their lives, as a photo-journal
- All the pictures/videos will be there forever, they don't disappear like on Snapchat
- It's much easier to find people and brands on Instagram, and you can mention and tag other Instagram accounts in your pics and descriptions
- Instagram advertising runs off of Facebook's ad network

Instagram: Setting up your account

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to set up your account on Instagram

- On Instagram, you can create a personal or a business account. With a business account, you have access to more features, like Insights data
- In order to create a business account, you must have a Facebook page for your business first
- Sign up as a regular account first, then go to Settings and change it to a business account
- Name your account after your business name, add your business email address, and then add some basic info to your profile, including a picture or a logo
- You can include a link to your website in your bio - or focus on whatever other action you want your potential customers to take
- **Instagram's basic features:**

  - Home - that's where you see your feed
  - Search - you can search for people, hashtags, or places

- Post - you can choose a picture or video from your phone or take one right then
- Engagement activity - you can see who's following you, who liked your posts or commented

- Once you have your account all set up, start following people in the hope that you will get a follow back

- Getting your first batch of followers will be easier if you promote your new account through your other channels

- Follow accounts that have similar interests & the followers of your competitors

- Be sure to have something interesting already on your page before following people

Instagram: Taking and posting pictures

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What to post on Instagram for the best results

- **On Instagram, you should post pictures & videos that help people understand you and what your brand is all about, like:**

  - product pictures & videos
  - location pictures: your store or places where your product is being used
  - behind the scenes pictures & videos
  - stories: use the story feature to create a collection of pictures
  - inspirational quotes or pictures
  - random fun stuff
  - share posts from followers & give them credit
  - share posts from bigger, more popular accounts, & mention them

- With anything you post, your goal should be to get as much engagement as possible (likes, shares, comments)

- Here's a few things you can do to make the most out of your pictures:

  - create well-designed, high quality production visuals
  - establish a color theme for your posts

- make sure you post square pictures so they can look perfect in the Instagram feed
- use their filters to add colorization effects
- create a looping animated picture by using the app called Boomerang
- create an image made up of multiple pictures with Diptic

- **Best practices for your Instagram strategy:**

  - post at least once a day
  - every picture or comment should have a call to action (ex.: “like if you agree”)
  - use the URL in your profile to drive traffic to wherever you need it
  - use location tags
  - edit your photos if necessary
  - promote your Instagram posts on other channels

Instagram Tactic #1: Hashtag the right way

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using hashtags

- **Hashtags are clickable ways to categorize your posts with topics and other keywords so that people who don't follow you can easily find them**
  - The maximum number of hashtags you can add to a post is 30, but 5-10 is probably ideal
  - The hashtags should be relevant to the post - think about what your target audience would search for
  - Look up the hashtags and see what kind of posts show up for them - sometimes they're not what you think and the hashtag might not be relevant for you
- **Create your own branded hashtags and encourage other people to use them**
  - See what hashtags your competitors are using
- Mix up your hashtags, don't put the same ones for every single post - the Instagram algorithm doesn't like that & you want to get as much exposure as you can
  - Hashtags also help you show off your personality

Instagram Tactic #2: Run a promotion

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for running promotions

- Promotions are a good way to get engagement - you ask people to do something and give them something in return

  There are 2 ways of doing this:

- **#1 Running a giveaway - the winner is chosen randomly from the series of people who did what you asked**
- **#2 Running a contest - the winner is picked based on some criteria you set (best post, best comment, etc.)**
- If you're looking for ideas, search for #giveaway and #contest or #competition and see what others do

- For a giveaway, you can just ask people to tag a friend, like or comment on a picture, or follow the account in order to enter

- For a contest, the task will require a bit more effort, like posting a picture with a certain theme and tag your account or use your branded hashtag

- You can partner with another account to do a bigger giveaway and get more people to participate

- Post a picture of the prize & add text to it in order to let people know there is a giveaway/contest happening & add all the details in the caption
- Keep in mind that the prize value has to match the size of your audience - don't give away too expensive things if don't have a huge following
- Make sure you check out Instagram's rules for running promotions
- **Once the winner has been selected, make a post to announce it and encourage people to follow you for future giveaways**

Instagram Tactic #3: Engage with others

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Daily tasks you should do

- Instagram is a social platform, so engaging with people has to be an important part of your activity

- Make sure you have a complete bio, a call to action, and a URL on your profile

- Follow accounts that you like, but also accounts that you think might be interested in what you're doing

- Every day, try to do the following:
  - like at least 10 posts from other people
  - comment on at least 3-5 posts (answer a question, tag someone you know would like the post, etc.)
  - share 2 posts from other accounts that inspired you (if you only post original content once a day, then only repost 1 other post)

- Once people start engaging, reinforce that by following people back and liking and responding to their comments

- You want to keep a healthy ratio of followers to followings
  - don't follow more people than the number of followers you have